

Message Text

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AMEMBASSY SOFIA

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E.O. 11652: N/A

TAGS: SCUL, RO

SUBJ: CULTURAL PRESENTATIONS: CU/ARTS: GEORGE WEIN

REF: STATE 225801

1. REFTTEL PARA 5 RAISED QUESTIONS ABOUT A) HOW POST'S OBJECTIVES ARE SERVED BY APPEARANCES OF AMERICAN JAZZ GROUPS; B) WHETHER GEORGE WEIN'S JAZZ OFFERINGS PROVIDE BEST RANGE OF U.S. TALENT; C) CAN LOCAL SPONSORS CONCLUDE FINAICAIL ARRANGEMENTS DIRECTLY WITH WEIN WITHOUT CU/ARTS FINANCIAL SUPPORT. THE QUESTIONS ARE GOOD AND PERTINENT TO POST PRGRRAMMING AND HENCE OUR RATHER DETAILED ANSWERS BELOW.

2. POST'S OBJECTIVES:

THE POST CONSIDERS THE PRESENTATION OF MUSICAL FORMS IN WHICH AMERICAN COMPOSERS AND MUSICIANS EXCEL TO BE AN IMPORTANT ASPECT OF OUR PROGRAM IN REACHING NOT ONLY THE MUSICAL COMMUNITY BUT A BROAD CROSS-SECTION OF OTHER GROUPS. JAZZ IN PARTICULAR BECAUSE OF ITS NATURAL IDENTIFICATION WITH THE U.S. HAS A RELATIVELY WIDE FOLLOWING BUT GIVEN THE LACK OF OFFICIAL ENCOURAGEMENT FOR LOCAL JAZZ PERFORMERS AND PERFORMANCES THE LOCAL AUDIENCES'S APPETITE MUST BE LARGELY SATISFIED BY FOREIGN
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PERFORMERS. QUALITY AMERICAN JAZZ GROUPS ARE ASSURED OF SUC-

CESS AND THEIR APPEARANCES ALLOW US SOMEWHAT GREATER ENTREE INTO DEALINGS WITH OTHER GROUPS.

3. QUALITY OF GEORGE WEIN'S OFFERINGS:

ARIA REPLIED TAT BASED ON PAST EXPERIENCE (WHICH MEANS BRINGING IN ONLY ONE WEIN-SPONSORED GROUP PER YEAR) THEY ARE VERY PLEASED. THE POST FEELS THAT WEIN IN FACT DOES REPRESENT SOME WELL-KNOWN (IF AGING) PERFORMERS BUT OTHER MAJOR ARTISTS (FITZGERALD, BASIE, MILES DAVIS, BRUBECK) AND EVEN YOUNGER TALENTS WOULD DRAW AS WELL AS WEIN'S ARTISTS AND WE WOULD ENCOURAGE THE DEPARTMEN TO DRAW ON A LARGER NUMBER OF ARTISTS REPRESENTED BY DIFFERENT AGENTS. THE POST WOULD RECOMMEND THAT THE DEPARTMENT CONSIDER GIVING GRANTS TO YOUNG PROFESSIONAL JAZZ GROUPS WHICH COULD VISIT FOR EXTENDED PERIODS. THS APPROACH WHICH DIFFERS SOMEWHAT FROM THE BIG NAME SPECTACULARS WOULD OFFER THE POST A CHANCE TO REACH PROVINCIAL GROUPS AND IN SOME CASES SEVERAL PROVINCIAL CITY PERFORMANCES ADDED TO AN AMERICAN LIBRARY PERFORMANCE WOULD ALLOW THE POST TO ACHIEVE THE SAME OBJECTIVES AS THE MAJOR PERFORMER CONCERTS.

4. LOCAL SPONSORS DEALING DIRECTLY WITH WEIN:

AS WAS EVIDENT AGAIN THIS YEAR SUCH ARRANGEMENTS ARE NOT LIKELY TO SUCCEED GIVEN THE DIFFERENCE BETWEEN WEIN'A ASKING PRICE AND ARIA'S ABILITY TO PAY. IN ADDITION ARIA HAS BECOME EVEN MORE STRAPPED FOR FUNDS IN PAST TWO YEARS AND IS UAUALLY UNABLE TO PAY IN DOLLARS. ARIA REPORTS THAT CAN HANDLE ONLY ONE JAZZ ARTIST PER YEAR AND THAT THE FEE THEY PAY (DEPENDING ON THE NAME, IN THE \$2,000 TO \$3,000 RANGE) IS LIABLE TO REMAIN CONSTANT. THEY ADDED HOWEVER THAT FOR A PERFORMER WITH A FOLLOWING BEYOND THE JAZZ WORLD -- AND THEY MENTIONED ELLA FITZGERALD, SARA VAUGHN AND ARETHA FRANKLIN -- THEY WOULD POSSIBLE PAY MORE BECAUSE THEY COULD CHARGE HIGHER PRICES AND USE A LARGER HALL. THE POST THEREFORE FEELS THAT SINCE POST GOE CAN ONLY PARTIALLY OFFSET THE FEES REQUESTED BY IMPORTANT JAZZ GROUPS THAT WITHOUT POST AND CU/ARTS FINANCIAL AND ADMINISTRATIVE INTERVENTION THAT NO GROUP WOULD APPEAR IN BUCHAREST DURING A GIVEN YEAR. THE FUTURE PROSPECTS ARE ABOUT THE SAME GIVEN ARIA'S LOW LEVEL OF BUDGET SUPPORT AND INSUFFICIENT CULTURAL CLOUT.

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5. POST REITERATES ITS APPRECIATION FOR CU/ARTS SUPPORT FOR MCCOY TYNER APPEARANCES OCTOBER 20-21 AND IT HOPES THAT GIVEN REPUTATION AND ENTREE AMERICAN JAZZ HAS ACHIEVED IN EASTERN EUROPE THAT CONTINUED SUPPORT WILL BE FORTHCOMING THE THE FUTURE.
BARNES

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